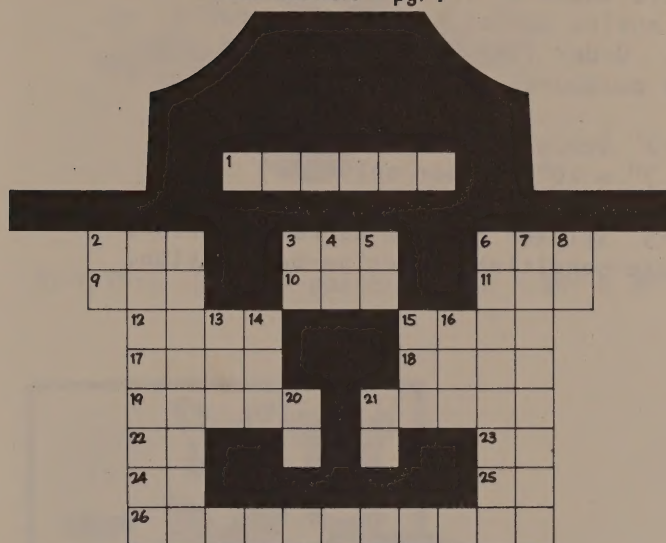


SMOKEY'S

1981 CAMPAIGN

see answers - pg. 7



**#1 Across: Who says
don't play with matches?**

ACROSS

2. Tom, Bob, Wild or Alley
3. What's left after a forest fire (singular); also the name of a tree
6. The science of people's relationship to their environment (first 3 letters)
9. The bear ____ the berries.
10. A female deer
11. If you drive one to the forest, you can sleep in it.
12. It's what forest rangers call a dead tree that's still standing; it's also what any tree can do to your mother's stockings.
15. Bambi was a baby ____.
17. The Scotch ____ is a very common kind of Christmas tree.
18. The middle of a tree or an apple
19. A relative of the seal that sometimes lives in rivers
21. A kind of plastic we use to make raincoats and car tops
22. The first 2 letters of what a bird says
23. The second and fourth letters in where Smokey lives
24. When Smokey smells smoke, he says "____ oh."

25. 2 letters on a compass besides E and W
26. Smokey says, "Only you can prevent ____." (2 words)

DOWN

2. Abbreviation for the state where you find giant redwood trees
3. 2 letters besides B.C. that can follow a date
4. Sew, sow, or ____
5. If it's a girl, we say she. If it's a boy, we say ____
6. Who should be careful with fire in the forest?
7. Forest fires start because people are ____.
8. Money doesn't grow ____ trees.
13. He can ruin your picnic in the forest.
14. ____ whiz.
15. If her name is Dorothy Catherine Irvine, her initials are ____.
16. A very long time. (Rhyming hint: A tree says, "I want a hill to be on, where I can live an ____.")
20. Abbreviation for our smallest state
21. Abbreviation for the state between New Hampshire and New York

**CONSOLIDATED
ORDERS
DUE
IN
WASHINGTON, D.C.**

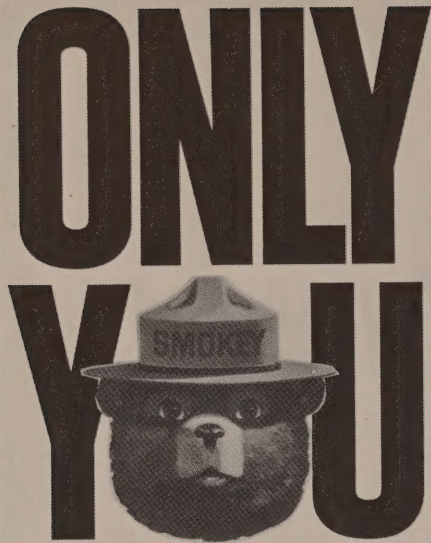
BY

JUL 15, 1980

Cooperative Forest Fire Prevention

Your State Forester and U.S. Department of Agriculture, Forest Service

Try something new this year. Each year Smokey's Campaign takes on a new look, due to the different themes used. This year's theme will be "Remember, you're among friends." Please note that several items shown are not for free distribution. Also several new items (***) are presented to fill special needs.



81-CFFP-1 Basic Poster - 13" x 18 1/2". This basic theme will be carried throughout the entire campaign, including radio and T.V. Order (1a) for indoors, and (1b) for outdoors.

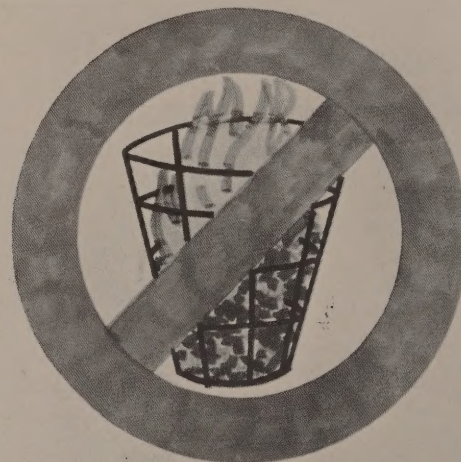
81-CFFP-2 School Poster (same as basic poster) 7" x 10". Paper only.

81-CFFP-3 Sticker - (same as basic poster) a pressure-sensitive, adhesive-back design.

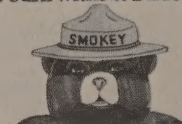
PREVENT WILDFIRE.



81-CFFP-4 Range Poster - 18 1/2" x 13". Another classic, showing the destructive force of fire in non-forested areas. Order (4a) for indoors, (4b) for outdoors.



1. Don't burn without a clear area of 10 feet around the fire.
2. Don't burn on a windy day.
3. Don't burn and leave fire unattended.
4. Don't burn without water and shovel handy.
5. Don't burn without a fire permit.



81-CFFP-5 Debris Burning - 13" x 18 1/2". Focuses attention on problem of wildfires caused by escaped trash fires. Order (5a) for indoors and (5b) for outdoors.

A collection of line drawings of various fish species, including a large catfish, several smaller bass-like fish, and a small fish with a large head. Below the fish is a small illustration of a fisherman's hat and a fishing lure.

Why be careful with fire in the forest?

State your reason.

The image displays a variety of tree shapes, including deciduous trees with rounded canopies, coniferous trees with triangular or columnar shapes, and some trees with unique or unusual forms. Each tree is accompanied by a small, illegible label, likely representing different species. At the bottom center, there is a cartoon illustration of a bear's head and shoulders. The bear is wearing a hat with the word "DANGER" written on it in a stylized font.

YOU LOSE A LOT
WHEN YOU LOSE
A FOREST.



ONLY YOU CAN PREVENT FOREST FIRES

81-CFFP-9 Teacher poster full color (9a)
19" x 24". Black and white with spaces for
childred to draw in (9b) 8 1/2 x 11.



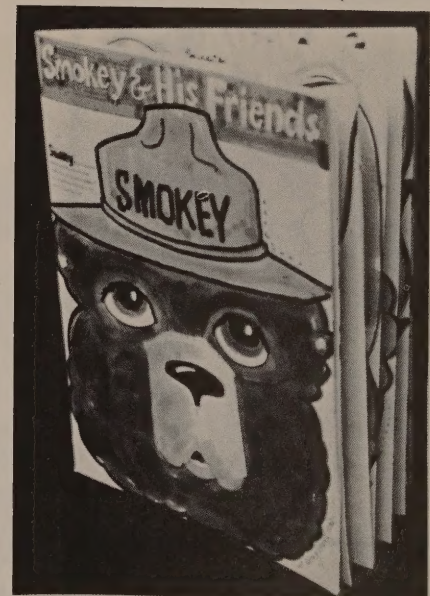
81-CFFP-10 Press-out Book - Full color figures, Smokey's ranger station and campground, press-out, easily assemble. Included are Smokey, forest animals, etc. An ideal hand-out for teachers. .



81-CFFP-11 Calendar 14" x 19 1/2" with fire prevention illustration. New artwork unavailable for press. Scene will be Smokey and Friends on a mountain trail.



81-CFFP-12 Bookcover - Colorful, water-resistant protection for books.



81-CFFP-13 Teacher's Aid - A children's play titled "Smokey & His Friends." 16-page full-color script includes full-face masks of Smokey and his friends (deer, rabbit, tree, etc.). Gives tips on how to present play and teaches a lesson on fire prevention.



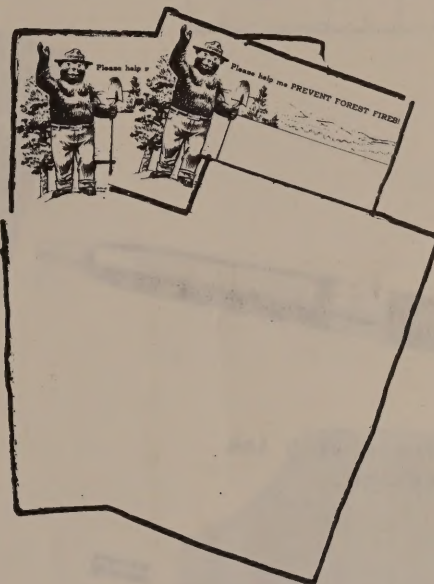
81-CFFP-14 Placemat - Use this attractive paper placemat at community dinners, church socials, etc.



81-CFFP-15 Foldout Pamphlet. Front cover shows Smokey asking "Suppose you went camping..." Pamphlet reminds everyone of important forest fire prevention measures. Excellent letter stuffer, inexpensive handout for schools youth groups, and organizations.



81-CFFP-16 Coloring sheet.



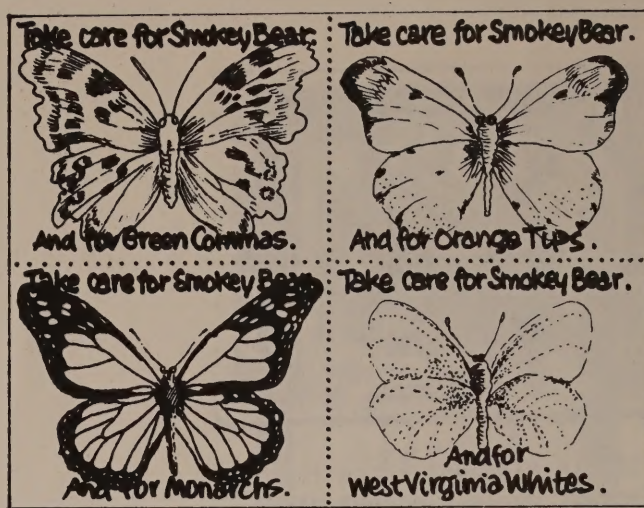
81-CFFP-17 Notepad - Included a simple fire prevention reminder with your informal correspondence. (5" x 8", 50 sheets/pad).



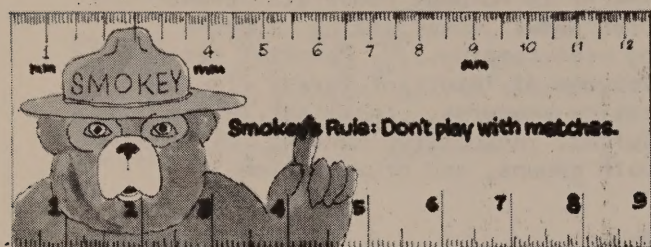
81-CFFP-18 Brieffolio - a 9 5/8" x 11 3/4" multi-color folder with two glued 4 1/2" pockets opening at the spine.



81-CFFP-19 "Bear" Clip/Scraper Use as snow and ice scraper, also as map holder in car, a giant paper clip in office, message in 2 colors over white (3 1/2" x 4").



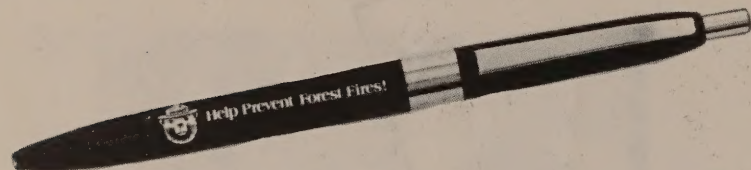
81-CFFP-20 Stamps - Block of four, gummed and perforated.



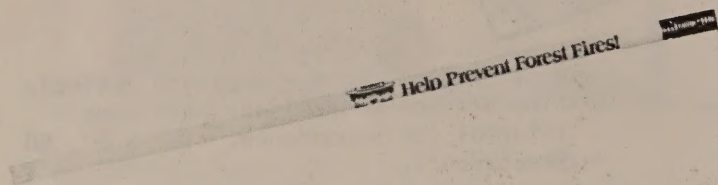
81-CFFP-21 Bookmark



81-CFFP-22 Coaster/Ashtray - aluminum in four colors, embossed Smokey Bear head and message. Great for use at meetings or special events.



81-CFFP-23 Pen - Retractable with ink filler with imprinted message.



81-CFFP-24 Pencil - Round wood barrel with eraser imprinted message.



81-CFFP-25 Key fob.



81-CFFP-26 Balloon - Colorful handout for the youngsters. Smokey's face and a fire prevention message.



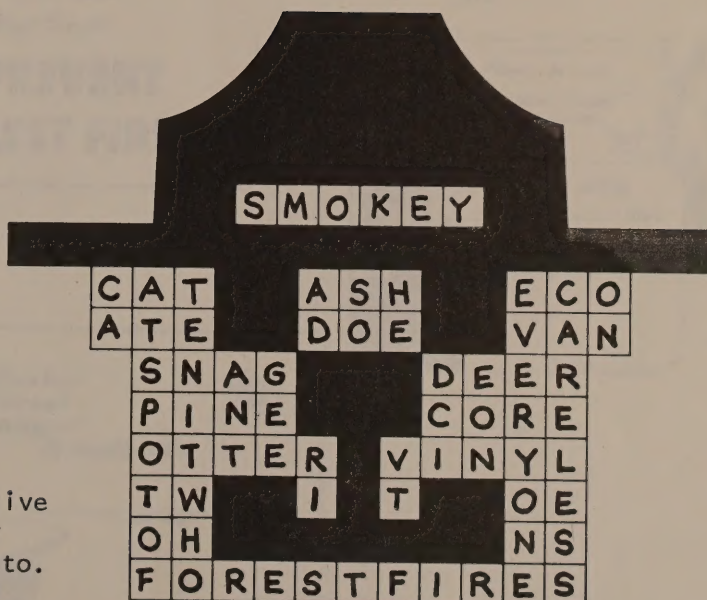
81-CFFP-27 Vinyl Sticker - 7" x 9". Use wherever a highly visible self-stocking prevention message is needed. Black copy on yellow.



81-CFFP-28 a,b,c, "How to" Folders - Helpful tips with illustrations. Order (32a) for "Make Campfires Safe," (32b) for "Safe Debris Burning," and (32c) for "Fire Safety Outdoors."



81-CFFP 29 Token - inexpensive handout. Aluminum, quality crafted, long-lasting memento. Slightly larger than a half dollar.



81-CFFP-30 Teacher's Kit - Folder, teaching unit, playlet, and song book. Add other items as desired. Effective way to bring Smokey's message into classroom.

81-CFFP-31 "True Story" Comic Book - the popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups. (31a) English version, (31b) Spanish version.

81-CFFP-32 "Smokey the Bear" Song Sheet - with conservation pledge on reverse. An inexpensive handout for schools, youth groups.

81-CFFP-33 Pocket Planner - 1981 date book, conservative, 2-color design, pocket size (3 1/2" x 5 1/2").

81-CFFP-34 "You and Forest Fires" - a 16-page, 2-color, adult-level pamphlet on wildfires and how they affect people.

81-CFFP-35 "Smokey Bear's Story of the Forest" - A 16-page booklet. Tells the conservation story in simple yet effective language. Popular as a workbook for grades 1-4.

81-CFFP-36 Litterbag - poly plastic, 9" x 12", printed on one side, "Keep America Green and Clean."

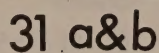
81-CFFP-37 Label Tab - Colorful foldover metal tab.

81-CFFP-38 Name Tag - 3 1/2" x 2 3/8", comes in packs of 1,000, pressure-sensitive adhesive on back.

81-CFFP-39 Sign 44" x 16", reflective 2-color, on aluminum, (39a) "Prevent Forest Fires" and (39b) "Prevent Range Fires."

81-CFFP-40 Wallet Card - A handout item for field or public appearance contacts.

81-CFFP-41 "Junior Forest Ranger Handbook" - a workbook for use in the classroom in scouting activities, and other special programs relating to conservation; contains a series of "question and answer" type exercises relating to forest fire prevention.



81-CFFP-42a&b, Bumper Strips - ReflectORIZED, fluorescent, 2-color, Smokey's head plus (42a) "Prevent Forest Fires"; (42b) "Prevent Range Fires";

81-CFFP-43a&b, Sign - fiberglass, yellow with Smokey Bear Head and "Prevent Forest Fires." Order (43a) for 18" x 24", and (43b) for 7" x 9". (NOT FOR FREE DISTRIBUTION)

81-CFFP-44a&b, "Prevent Forest Fires" (large) (44a) embroidered patch and (44b) vinyl decal.

81-CFFP-45a&b, "Prevent Forest Fires" 2" diameter (45a) embroidered patch and (45b) vinyl decal.

81-CFFP-46 "Please Be Careful Prevent Forest Fires"- 3" x 4", embroidered patch.

81-CFFP-47 Ruler - 12" wooden, a low-cost handout item for schools, fairs, etc.

81-CFFP-48a&b, "Prevent Forest Fires" (small) 3 3/4" x 4", (48a) embroidered patch, and (48b) vinyl decal.

81-CFFP-49 Sign - 5'0" x 7'6", reflective 8-color, on aluminum. (NOT FOR FREE DISTRIBUTION)

81-CFFP-50 Button - "Join Smokey's Campaign." Excellent handout.

81-CFFP-51 Fire Danger Adjectives- for standard Fire Danger Sign, 32" x 13" reflective, adhesive back, (set of 5) (for 2-way sign, order 2 sets). (NOT FOR FREE DISTRIBUTION)

81-CFFP-52a&b, Smokey Bear Poster for Standard Fire Danger Sign, 5'8" tall. Full color. Order (52a) for shovel in left hand, (52b) for shovel in right hand. For 2-way sign order 1 of each. (NOT FOR FREE DISTRIBUTION)



PREVENT FOREST FIRES 42 a



PREVENT RANGE FIRES b



43 a&b

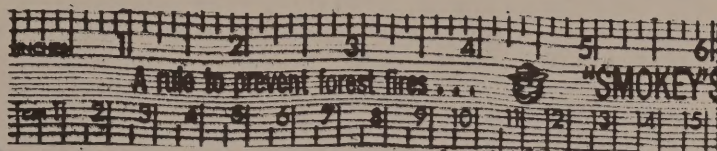


44 a&b

45 a&b



46



47

48 a&b



52 a&b



49



50

51 FIRE DANGER ADJECTIVES

(Construction plans of fire danger sign furnished with each order of fire danger adjectives)



SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252



Remember-
Only you can
**PREVENT
FOREST FIRES!**

Dear Friend:

For over 30 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1981.

This guide describes the materials prepared for my 1981 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed direct to the media by The Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than \$53 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help.
REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your Friend,



S M O K E Y